

Leading Responsibly

An Overview of AGA Responsible Gaming Efforts

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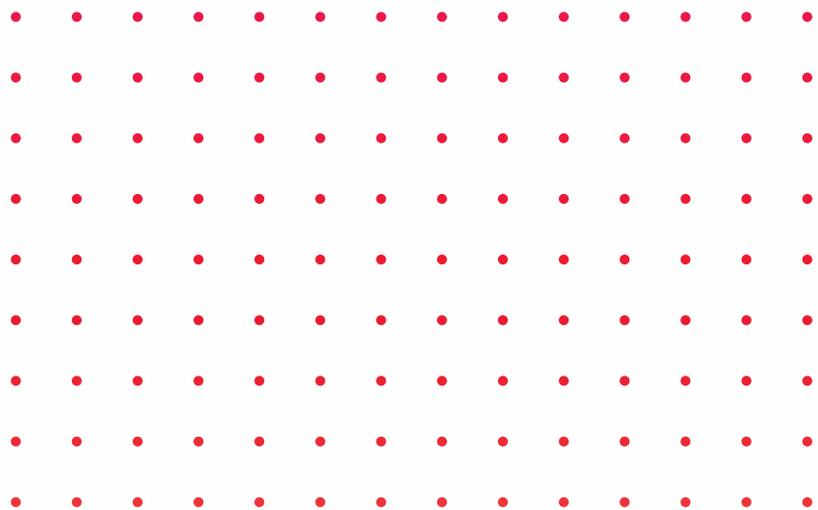


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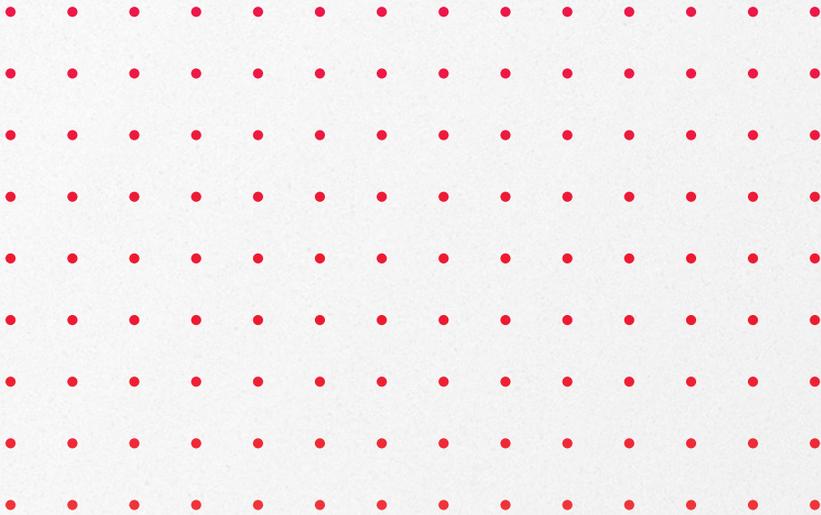


OUR MISSION

Foster a policy and business environment where legal, regulated gaming thrives.



Agenda



- ◆ Responsible Marketing Code for Sports Wagering
- ◆ *Have A Game Plan.® Bet Responsibly.™* Campaign
- ◆ Helpline Harmonization
- ◆ Responsible Gaming Education Month
- ◆ Discussion



RESPONSIBILITY IN GAMING:

*Our Commitment to Customers,
Employees & Communities*

*Responsible Marketing Code
for Sports Wagering*



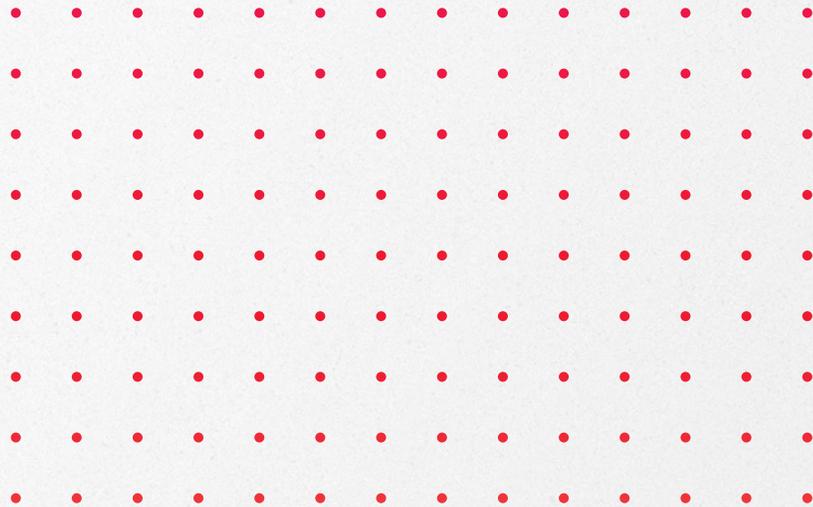
::: Responsible Marketing Code for Sports Wagering

- ◆ Developed by members of the AGA in 2019 to set high industry standard. Complements AGA Responsible Gaming Code of Conduct.
- ◆ Modeled after mature self-regulation models developed by the Beer Institute and Distilled Spirits Council of the United States.
- ◆ Enforcement process launched in 2020 on AmericanGaming.org with oversight from Code Compliance Review Board.
- ◆ Integrated into regulator advertising standards in multiple states.



The screenshot displays a web form titled "Sport Betting Advertising & Marketing Complaint Form" on the American Gaming Association website. The form includes a navigation menu with links for Advocacy, Research, Responsibility, Membership, News, Events, and About. A "BACK" link is located above the title. The form contains several sections: "YOUR CONTACT INFO" with fields for Name and Email; "ADVERTISEMENT INFO" with fields for Advertisement Name or Title, Company Name, and Format of the Advertisement; and a section for "Enter text here" with a note to list all provisions of the code being broken. A "AGACCRB LIASON CONTACT" section provides an email address: AGACCRB@americangaming.org. The form is presented on a tablet-like device with a white stylus resting on top.

Core Tenets



01

**RESPECTING THE LEGAL AGE FOR
SPORTS WAGERING**

02

**LIMITING COLLEGE AND
UNIVERSITY ADVERTISING**

03

**SUPPORTING RESPONSIBLE
GAMING**

04

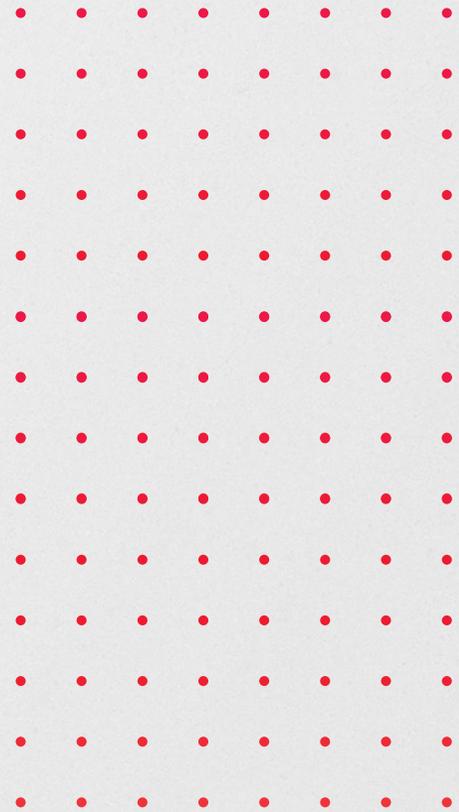
**CONTROLLING DIGITAL MEDIA AND
WEBSITES**

05

MAINTAINING THE CODE

::: 2023 Updates

- ◆ Enhanced protections for college-aged audiences by:
 - ◆ Prohibiting college partnerships that promote, market or advertise sports wagering activity (other than to alumni networks or content focused on RG initiatives or problem gambling awareness).
 - ◆ Prohibiting sportsbook NIL deals for amateur and college athletes.
- ◆ Added age restrictions (21+) for any individual featured in sports betting advertising.
- ◆ Changed all references in the Code to the “legal age of wagering” to 21-plus.
- ◆ Banned all use of “risk free” in advertising.
- ◆ Formalized an annual process for reviewing and updating the Code.





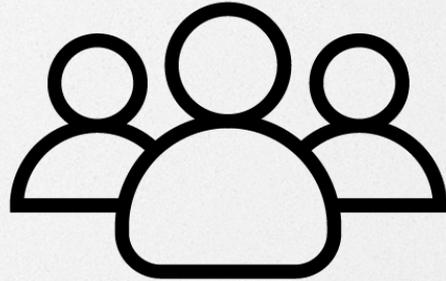
HAVE A GAME PLAN[®]

Bet responsibly.[™]

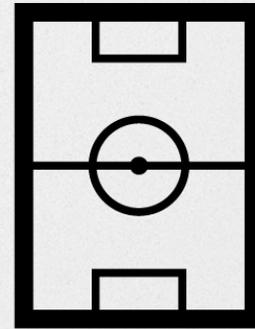
::: Campaign Pillars



Set a budget and stick to it.



Keep it social: play with friends, family and colleagues.



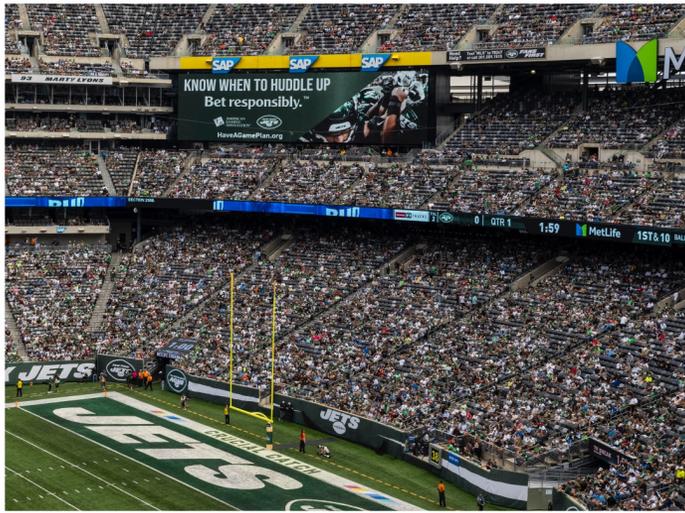
Be informed: learn the details of the games you're playing.



Play with trusted licensed, regulated operators.

::: Campaign Partners





AMONG PAST YEAR SPORTS BETTORS

92% recall seeing or hearing about RG in the past year.

More than half (51%)

saw or heard more RG info in the past 12 months than in previous year.

81% agree that the industry is committed to encouraging responsible gambling and combating problem gambling.

Younger Americans (21-35) are more likely to recall seeing a responsible gambling message and say it is important to only wager legally.

Helpline Harmonization



::: Improving Helpline Access and Service

Multiple helplines across the country provide referrals for individuals seeking support. State-specific regulations can lead to confusion for customers and inconsistency in how operators display disclaimers.



DIMINISHED AWARENESS

With individual requirements, advertisements could display more than a dozen disclaimers resulting in a diluted message.



CUSTOMER CONFUSION

Customers can be confused about what number to call—where they live or where they are gambling?

Harder to remember, creating barriers to help.



OUTDATED TECHNOLOGY

Call-in helpline requirements doesn't reflect available technology like text or online chat

Responsible Gaming Education Month



Responsible Gaming Education Month



SEPTEMBER 1-10
*Empowering
Customers to
Play Responsibly*

SEPTEMBER 11-17
*Legal, Regulated
Gaming Protects
Players*

SEPTEMBER 18-24
*Building a
Responsible
Gaming Culture
Within*

SEPTEMBER 25-30
*Advancing
Responsible
Gaming with
Research*

Discussion





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